

FAQs about choosing a product to sell

Please download this document and keep it to hand. These are all of the most common questions that students have about this part of the process

Q. I've been searching for a product for 2 weeks now and still can't find anything that fits the criteria. Is this normal?

A. It's not uncommon. Some students decide on a product very quickly. Others take a lot longer. Don't try to find a 'perfect product' because they don't exist.

Q. What about the competition. Shouldn't we avoid products with a lot of competition or reviews?

Competition equals demand. There is nothing wrong with competition and it's nothing to be afraid of. It's natural as a new seller online to believe that it's better to look for low competition products to sell. However, low competition almost always means low demand. Generally it is much easier to sell high or medium competition products, than it is to sell low competition products. Avoid the top 100 in any top level category, that's all.

Q. Which BSR figure should I look at on the product listing? There's more than one.

A. The top one is the only one that's relevant because it's the only one that gives you an indication of sales volume of that product.

Q. Is there any online tool that matches BSR to the number of sales?

A. FBAToolkit.com is free to use and it gives you an estimate of the number of sales for any given BSR. However, please note that these figures ARE only estimates and there is no tool in existence that can give you accurate sales figures per the BSR. Still a good tool because it allows you to determine sales volume comparisons between different categories

Q. I have an idea of what I want to sell, but I'm not sure if my chosen product requires approval to sell it on Amazon. How do I find out?

A. Check the lecture titled '[How to Find Out if Your Product Needs Approval](#)'

Q. I want to sell in a gated category. How do I go about this?

A. Each gated category has its own requirements and its own process for approval. Some are not available to new sellers (eg Jewelry). The easiest way to find out what you need to do for a particular gated category, is to go to 'Help' (while logged in to seller central) and type in 'approval for xyz category)

Q. I know my product should be small and under approximately 10oz, but what does 'small' mean?

'Small' refers to how compact the product is. For shipping from overseas, the more units that can be packed in a shipping carton, the less the shipping will be per unit.

Remember that it's the product in its retail packaging that counts because this is the way it will (normally) be shipped to you from the supplier.

It's impossible to give you set dimensions to adhere to, because it's not just about that. It's about the shape, whether the product is soft or rigid etc. In other words how many can pack together in a shipping box!

If you are buying from Alibaba, you can very often find the carton weight, dimensions, and the number of units in a carton, from the supplier's listing page. You can then use the online DHL rates calculator to get an idea of what the shipping cost will be. Divide that by the number of units and you have a rough idea of shipping cost per unit (although the supplier's quote will very often be lower than the one you see on the DHL rates calculator).

Q. I found a product I like on Amazon, but I can't find the exact product on Alibaba or Aliexpress. What should I do?

A. It's not about sourcing the exact product. Example, you see a cat safety collar on Amazon that is selling well and is small and light etc. From this you know that cat safety collars have good potential. They have demand. You will be

sourcing cat safety collars, not necessarily the exact one you saw on the Amazon listing.

Q. I found a product that sells for \$24.99 - \$29.99, but there also some listings that sell for only \$13.99 or even less. I won't be able to make a profit at these low prices, what should I do?

A. If there are sellers selling the product successfully at \$24.99 - \$29.99, then so can you. Price is **not** the main factor in deciding how successful your listing is.

Q. How can I find out what my FBA fees will be for a product that I am considering selling?

A. Amazon has a page where you can look at the fee schedule based on the size and weight of the product

<https://services.amazon.com/fulfillment-by-amazon/pricing.html>

<https://services.amazon.co.uk/services/fulfilment-by-amazon/pricing.html>

Q. I'm a bit confused about the whole UPC and FNSKU code thing. Which one do I need, or do I need both?

A. You need both. Watch the lecture 'UPC Codes and More' right to the end, then **download the handout** that goes with the lecture. Pay particular attention to the text **highlighted in red on the handout.**

Q. I heard that my UPC needs to be purchased directly from GS1. Is this true?

A. There are 100's of students using the UPC's from the reseller recommended on the handout associated with the lecture 'UPC Codes and More'. None have ever had an issue with these UPC's. Theo herself uses those same UPC's

Q. I saw an Ebay seller selling really cheap UPC's in bulk. Are they okay?

A. No

Q. Can I sell name brand products?

A. In some cases yes and in other cases no. See the lecture '**How to Find Out if Your Product Needs Approval**'. However, please note that you cannot re-brand a name brand product and you need to use the UPC code that is already on the product. This means that you are unlikely to be able to create your own listing since the product's UPC will almost certainly already exist on Amazon

Q. I notice that many of the products on Alibaba and Aliexpress have some sort of brand name of them. How can I brand these products if they are already branded?

A. These are generic brands and you can re-brand them without issue

Q. Is there any software that can help me identify potential products to sell?

A. In the very last lecture of the course, Theo talks about the software that she uses. It's not free and that's why it is not used in the course lessons. The course lessons demonstrate the manual way of doing things. However, if you want a more automated approach, check the last lecture.

Q. Why do BSR's keep fluctuating? I looked at a product on Amazon yesterday and it was BSR 642. Today it's BSR 580. Why is that?

A. BSR's fluctuate on a daily basis, even several times a day. Since BSR is related to how well an item is selling in comparison to other items in the same category, it will obviously fluctuate all the time.

When we use BSR to help us decide which products to sell, we need to take it on face value at the time we look at it. Choosing a product is not an exact science. We use the information available to us in order to make an educated and informed decision. That's the very best we can do.

Q. If I am selling on the Amazon UK market, or any other market apart from Amazon US, should I still look for a BSR in the 100-3000 range?

A. No because the number of listings on other marketplaces, is lower than it is on Amazon.com. We can do an approximate calculation using the sales volumes.

For example. Amazon UK has about a third (or a little less) of the sales volume of Amazon US.

Therefore we can divide the upper range by 3. Instead of looking for a BSR between 100-3000, we look for one between 100-1000. Now of course, this is very approximate, but you can use it as a guide.

Q. I want to sell products for children. Is there anything I should be aware of?

A. Yes. Products for children under 12 must have the required certification. The type of certification will depend on which country you plan to sell in. For example, in the US, it's the 'Children's Product Certificate', or CPC for short.

Before purchasing any children's products for re-sale on Amazon (or anywhere else for that matter!), ask the supplier for the certification. Do this first, before anything else because many suppliers in China do *not* have these certificates.

Amazon will ask for the certificate, but they only ask for it once your goods are at the FBA warehouse. If you can't provide it, you will not be able to sell those goods on Amazon and you will have no choice but to remove them.

For more information, see the previous video lesson titled 'About the Following Lessons (Important)'.